INFORMATION LETTER

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Larrick Broadcast on Foods Safety Scheduled for June 30

That America's food supply is the best and safest in the world, and that canners take special steps to control the purity and wholesomeness of their products, is brought out by Food and Drug Commissioner George P. Larrick in an interview with Maggi McNellis, hostess of radio program "Celebrity Talk," to be broadcast nationwide on June 30, over 238 stations in all 50 states.

Broadcast time varies in the different cities; it is suggested that canners consult their local radio columns for the station and hour.

Mr. Larrick speaks of the cooperation that has existed between the FDA and the canning industry since June 30, 1906, when the first pure food law was enacted. He stresses the revolution in technology which has taken place, making it possible for every acre and every farmer to produce more and better food than ever before. Some of the current articles and books attacking the safety of our food supply, he states, are sensationalism and out of proportion to the facts.

The interview was arranged as part of the N.C.A.'s Consumer and Trade Relations Program to celebrate the 150th anniversary of the birth of canning. The broadcast is scheduled for June 30 because that date, as the anniversary of Pure Food enactment, was selected as the third "red letter day" in the current 1960 series of milestones in canning progress. A tape of this interview was played to members of the N.C.A. Board of Directors during their May meeting in Washington.

Other C.&T.R. publicity recently released, to tie in with the June 30 "Red Letter Day," were the following feature articles: "Canners Guard Food Purity from Farm to Table," to 500 farm papers with circulation of 8 million; "Descriptive Label Tells a Big Story," to 107 metropolitan papers with total circulation of 16,400,000; and "It Makes 'Cents' for You to Read Labels Carefully," to 163 papers with 19,600,000 circulation.

Senate Labor Committee Approves Wage-Hour Bill Reducing Canners' Overtime Exemptions to 20 Weeks

The Senate Committee on Labor and Public Welfare gave final approval June 22 to a modified version of the Kennedy bill to amend the Fair Labor Standards Act and ordered it reported to the Senate.

As previously reported, the bill was amended by the Committee and in its present form would reduce the overtime exemption available to fruit and vegetable canners from 28 weeks to 20 weeks, of which 10 would be unlimited and 10 weeks would be limited to 12 hours a day or 56 hours a week. The bill retains the existing year-round exemption from overtime currently available to fish canners.

The Senate bill, like the measure approved by the House Labor Committee a week earlier, would raise the statutory minimum wage in three annual stages to $1.15, $1.20, and $1.25.

Under the Senate bill each increase in the minimum wage would be effective January 1.

Among the activities to be brought under minimum wage coverage for the first time, under terms of the Senate bill, are freezing and processing of fish. Such operations would not be subject to overtime but would be covered by the minimum wage.

The statutory minimum wage for newly covered employees would be $1.00, effective January 1, and this would be raised in annual stages to $1.05, $1.15, and $1.25.

House

The Roosevelt bill, H.R. 12677, was formally reported to the House on June 22. Under usual House procedure it will be considered only after it is cleared by the House Rules Committee and a rule is granted.

There are reports that a coalition will seek to substitute for the Roosevelt bill a more moderate measure that will provide only for an increase in the minimum wage to $1.15 and for coverage of employees in large retail establishments, as recommended by the Administration.

As previously reported, H.R. 12677 would not alter the existing overtime exemptions for fruit and vegetable canners or for fish canners. This bill also would continue the existing exemption from the minimum wage for fish freezing and processing.

Supplier Groups Meet N.C.A. in Public Relations Discussion

Allied industry representatives met with N.C.A. and D-A-Y staff personnel in New York City June 21 at an all-day session designed to improve communications among the many organizations interested in the welfare of canned foods.

As authorized by the N.C.A. Consumer and Trade Relations Committee at its May meeting, the N.C.A. had invited representatives of companies and groups to hear about the Association's public relations activities and the themes it will use in its canned foods publicity during 1961.

The meeting was attended by 29 representatives of 18 allied industry companies and associations in the steel, glass, container, labeling, and machinery fields.

Executive Secretary Carlos Campbell welcomed the group on behalf of the N.C.A. and introduced Chairman Joseph B. Weix, Jr., who explained the advisory function of the C.&T.R. Committee and expressed the canning industry's appreciation of past cooperation from allied industries in many of its programs.

Mr. Weix then called on George Anderson to act as chairman for the presentation of highlights of various C.&T.R. activities. Mrs. Jean Schoonover of D-A-Y reported on the consumer publicity phases, the new elementary school curriculum project, and the institutional profitability

study. Don Callahan described the C.&T.R. farm youth program, and Jack Simmons the trade relations work. Nelson H. Budd summarized the aims and purposes of the program, pointed to the many different types of audiences it reaches, and stated that there has been a marked decline in the appearance of derogatory statements in the press since the program has been operative. His remarks were followed by a showing of the industry film "The Three Squares."

Following luncheon, Secretary Campbell explained the situation created by the chemical additive law, the industry's long record of safety and quality control, the special steps being taken currently under the N.C.A. "Protective Screen Program," and the current existence of sensational publicity creating concern in the mind of the housewife about the safety of her food supply.

In the round-table discussion that followed, many of the allied industry people expressed enthusiasm and interest in the C.&T.R. Program and almost unanimously requested to be kept posted with information and materials. The group agreed with the N.C.A. suggestion that the wholesomeness and purity of canned foods might be a suitable theme for 1961 emphasis in the publicity and promotion activities of the various industry groups. The staff is preparing texts of the 20 or so theme statements, most of which develop the wholesomeness and purity approach, for distribution to the firms in attendance and for others on the list of guests who were unable to attend the New York meeting.

Organizations attending were American Can Company, Can Manufacturers Institute, Canning Machinery and Supplies Association, Continental Can Company, The Crown Cork & Seal Company, Food Machinery & Chemical Corp., Glass Container Manufacturers Institute, Inland Steel Company, Jones & Laughlin Steel Corp., Lithographers & Printers National Association, Inc., National Can Corporation, Owens-Illinois Glass Company, A. K. Robins & Co., Inc., United States Steel Corp., Weirton Steel Company, Wheeling Steel Corp., and Youngstown Sheet & Tube Co.

Forthcoming Meetings

July 6-22—Midwest Canners Technician's School (co-sponsored by N.C.A.), Purdue University, Lafayette

July 14-15—National Kraut Packers Association, Annual Meeting, Catawba Cliffs Beach Club, Port Clinton, Ohio

July 25-Aug. 5—New York State Canners and Freezers Association, Technicians School (co-sponsored by N.C.A.), Experiment Station, Geneva

July 29—Northwest Canners and Freezers Association, Summer Membership Meeting, Timberline Lodge, Mt. Hood, Ore.

Oct. 6-9—Florida Canners Association, 29th Annual Convention, Fontainebleau Hotel, Miami Beach

Oct. 19-21—National Pickle Packers Association, Annual Meeting, Edgewater Beach Hotel, Chicago

Nov. 3—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 4-5—Florida Vegetable Canners Association, 2d Annual Convention, Deauville Hotel, Miami Beach

Nov. 13-16—Georgia Canners Association, Annual Convention, General Oglethorpe Hotel, Savannah

Nov. 14-15—Wisconsin Canners Association, 56th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 20-21—Pennsylvania Canners Association, 46th Annual Convention, Yorktowne Hotel, York

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 28-29—Ohio Canners and Food Processors Association, 53d Annual Convention, Deshler-Hilton Hotel, Columbus

Nov. 28-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee

Dec. 1-2—New York State Canners and Freezers Association, 76th Annual Meeting, Statler-Hilton Hotel, Buffalo

Dec. 5-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore

Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago

Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.

Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 12-13—Canners League of California, 38th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 23-26—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago

Jan. 29-Feb. 1—Canadian Food Processors Association, Annual Convention, Prince Edward Hotel, Windsor, Ont.

Feb. 21-22—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.

March 4-9—National Association of Frozen Food Packers, 20th Annual Convention, Dallas

March 5-7—Canners League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.

April 9-12—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.

Edwin S. Thorne

Edwin S. Thorne, 94, President of the N.C.A. in 1934, died at Geneva, N. Y., June 15. He had operated the former Geneva Preserving Company until his retirement in the 1940's.

Mr. Thorne joined the Geneva Preserving Company as a clerk, and rose through a series of promotions to the presidency.

It was during Mr. Thorne's term as President of the N.C.A. that the Division of Statistics was established and the year-round program of statistical reporting was established.

The canners code under the NRA was worked out and went into effect May 30, 1934. During that period the canning industry was under heavy pressure by advocates of grade labeling. An industry committee created under the code authority presented the first recommendation for an industry descriptive labeling program, and this led to the establishment of the Labeling Division a year later.

Mr. Thorne was active in N.C.A. affairs for a number of years. He was twice elected to the Board of Directors, and was chairman of the Pea Section. He also served at various times on the following committees: Sanitation, Foreign Trade, Pea Labeling, and Home Economics.

He also served a two-year term as president of the New York State Canners Association.

This Week

Clementine Paddleford, food editor, featured canned foods in a food-photograph article, "Curry goes to a picnic," in the June 12 issue of *This Week* magazine.

Miss Paddleford says, "When the family gets that picnic urge, 'let's take a ride and eat somewhere,' don't be a kill-joy. Be ready to pick up and go. Have a hot dish boxed. The ingredients in cans, the spices in cellophane bags, a dish to be assembled in 10 minutes flat. Pick up your one-dish picnic meal and into the car."

Recipes for Roadside Curry and Wayside Tuna Curry are featured. Canned foods used in the recipes include boned chicken, whole kernel corn, pimientos, and tuna.

A third suggestion, for a chuck wagon stew, uses canned frankfurters, tomatoes, corn and kidney beans.

This Week is a Sunday supplement magazine with 40 metropolitan newspapers in major market areas. It has a combined circulation of approximately 13 million.

Parade

Beth Merriman, food editor, featured canned pears in "Quick Pear Cake," an article in the June 12 issue of *Parade* magazine.

Miss Merriman began, "Here's something new and easy in the way of desserts—made with a package of Boston cream pie mix and a can of luscious pear halves, plus peppermint flavoring and whipped cream. Could there be anything simpler? Pretty to the eye, rewarding to the taste, it will delight family and guests. Minted Chocolate Pear Dessert is sure to become an often-used addition to your dessert repertory."

McCall's

"Cooking on the go," an article featuring many canned foods, appears in the June issue of *McCall's* magazine. Menus for a family of four for a week with a complete shopping list and recipes are given.

It begins, "Compact, convenient, packaged foods take to trailer travel as easily as a road map. No more dubious meals at beaneries along the way! The savory, simple meals we give you here are made mostly of things from the supermarket shelves. And, P.S., you needn't own a trailer or move an inch from home to enjoy them. Try them any time you need a vacation from tedious or elaborate cooking."

Twenty-six canned foods are included in the shopping list for the week's menus and the accompanying recipes. Beef-And-Corn Bake, the main dish for Thursday, is shown in a handsome two-page color photograph. It uses canned beefburgers in gravy, kidney beans, and whole kernel corn.

Milan Smith Goes to Russia

Milan D. Smith, 1960 President of the N.C.A., is a member of a seven-man team of food executives on a month tour of food plants and research institutions in Russia under an exchange program worked out between the State Department and the Soviet Foreign Office.

The group and the tour were organized by the USDA. Other members of the group include Dr. Eugen Wierbicki, Rath Packing Company, Waterloo, Iowa, and W. R. McLellan, vice president of Food Machinery Corporation International, San Jose, Calif. The group left June 24.

Production and Utilization of Sour Cherries

Production of sour cherries in the five Great Lakes states is estimated from June 15 conditions at 109,200 tons, 15 percent less than last year and 7 percent below average, according to the Crop Reporting Board of USDA.

Only Ohio expects more sour cherries than a year ago. The only state in which the 1960 output is indicated above average is Michigan. A good crop is in prospect for Michigan's southwest district, but the crops in the northwest and central-west districts are smaller than a year ago.

New York, Pennsylvania and Wisconsin crops suffered from the damaging effects of winter and rain. The crops in each of these states is one-fifth below the 1959 production.

The sour cherry crop in the Western states was reported on the basis of June 1 conditions at 5,960 tons, 28 percent below last year and 43 percent below the 10-year average. Total U. S. production is forecast at 115,160 tons, 16 percent below last year and 10 percent below average.

Utilization

Of last year's crop, 52 percent was used in canning. This was the first season since 1955 that at least half of the crop was so used.

State	Production: 10-year ave. 1949–58	Production: 1959	Production: 1960 Indicated	Production: Percent change from 1959	Utilization: 1959 Total sold[a]	Utilization: 1959 Total frozen	Utilization: 1959 Total canned	Canned as a percent of sales: 1959	Canned as a percent of sales: 1958
	(tons)	(tons)	(tons)	1959	(tons)	(tons)	(tons)		
New York	22,700	18,500	14,500	−22	18,300	13,305	[b]3,675	20	20
Pennsylvania	9,590	11,500	9,000	−22	12,160	2,905	[b]7,867	65	50
Ohio	1,892	1,350	1,700	+26					
Michigan	69,600	86,000	75,000	−13	85,790	33,500	30,000	58	57
Wisconsin	13,240	11,400	9,000	−21	11,250	4,944	[b]5,957	53	53
5 Great Lake States	117,112	128,750	109,200	−15	127,500	54,654	[b]67,499	53	47
6 Western states[c]	10,431	8,280	45,960	−28	7,193	2,806	3,126	43	46
Total, 11 states	127,543	137,030	115,160	−16	134,693	57,550	[b]70,625	52	47

[a] Includes fruit sold for fresh market, freezing, canning, and brining. [b] Includes some quantities brined. [c] Mont., Idaho, Colo., Utah, Wash., and Ore. [d] June 1 forecast; no estimate made as of June 15.

Stocks of Canned Foods on June 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carryover month	Case basis	Supply: 1958–59	Supply: 1959–60	Canners' Stocks, June 1: 1959	Canners' Stocks, June 1: 1960	Season Shipments to June 1: 1959	Season Shipments to June 1: 1960
			(thousands of cases)					
Apples	Sept.	6/10	4,698	4,888	1,450	1,838	3,248	3,050
Applesauce	Sept.	actual	17,839	19,235	4,757	5,812	13,082	13,423
R&P cherries	July	actual	2,851	4,326	248	605	2,603	3,721
Sweet cherries	June	24/2½	1,135	964	294	[c]125	841	839
Peaches	June	24/2½	28,540	33,722	4,421	[c]4,667	24,119	29,055
Pears	June	24/2½	10,371	11,589	2,090	[c]2,303	8,281	9,286
Apricots	June	24/2½	2,482	5,180	134	[c]626	2,348	4,554
Purple plums	June	24/2½	1,468	1,961	260	[c]276	1,208	1,685
Fruit cocktail[b]	June	24/2½	12,956	14,381	2,307	[c]2,192	10,649	12,188
Fruits for salad[b]	June	24/2½	947	1,074	217	[c]337	730	737
Mixed fruits[b]	June	24/2½	283	416	18	[c]52	265	364
Figs[b]	June	24/2½	754	515	195	[c]104	560	411
Boysenberries-loganberries-youngberries[c]	June	24/2½	244	177	33	[c]51	210	126
Black raspberries[c]	June	24/2½	132	134	53	[c]36	79	98
Red raspberries[c]	June	24/2½	50	39	7	[c]2	42	37
Corn	Aug.	actual	37,258	42,823	5,993	7,599	31,265	35,224
Peas	June	actual	41,605	38,070	9,650	[c]6,426	31,955	32,244

[a] Carryover from 1959 pack into 1960–61 season. [b] California only; reported by Canners League of California. [c] Northwest only; reported by Northwest Canners and Freezers Association.

Special Unit To Investigate FDA Relations with Industry

The Secretary of Health, Education, and Welfare has established a special investigative unit which will look into recent charges that some FDA employees have acted improperly in their relationships with the industries which they regulate.

The special investigative unit was established by Secretary Flemming as an outgrowth of recent hearings by the Senate Antitrust and Monopoly Subcommittee on the drug industry.

The Secretary's announcement said: "The special investigative unit will examine any charges that have been made reflecting on the integrity of employee actions related to decisions in specific cases and also will look into charges that there has been too close a relationship between some of the employees of the Food and Drug Administration and companies which they are charged by law with regulating."

The Secretary announced that he would review the evidence brought together by the investigators and would then make public his decisions and his reasons for them.

The three principal members of the investigative unit are Charles H. Kendall, general counsel of the Office of Civil and Defense Mobilization, who will direct the study; and Charles Austin Doan, M.D., dean of the School of Medicine at Ohio State University; and William A. Costello, regional inspector for the Internal Revenue Service covering New Jersey, Pennsylvania, Delaware, and Maryland.

Col. Durbin Promoted

Col. William F. Durbin has been named deputy executive director of the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill. In this capacity he will be No. 2 man in the $700 million Defense Department food supply organization.

Colonel Durbin succeeds Brig. Gen. Thad A. Brown, who is retiring June 30.

Colonel Durbin is well known to the canning industry. Following World War II he was in charge of the Oakland procurement agency; deputy Quartermaster for the Army in the Far East in charge of supply operations for Japan, Okinawa and Korea; and Quartermaster for the Alaskan command. Also, he was commanding officer of the Chicago regional office of MSSA from September, 1957, to October, 1959, and MSSA executive officer since then.

FDA Appropriations

The Senate has approved an appropriation of $16,852,000 for the Food and Drug Administration for fiscal year 1961, the same amount voted by the House, and an additional $150,000 for plans and specifications for a new pharmacological-animal laboratory building for the FDA.

The 1961 appropriation exceeds the funds available for the current fiscal year by $3,052,000 and contemplates employment of 340 new employees. The expansion is designed to meet the minimum rate of expansion recommended by the Citizens Advisory Committee in 1955.

MSSA Requirements for Apricots, Tomato Paste

Tentative requirements for canned apricots and tomato paste from the 1960 crop to meet the needs of the armed services were announced June 22 by the Military Subsistence Supply Agency. Procurement will be made by the Oakland Region, MSSA, 2155 Webster St., Alameda, Calif.

	Grade	Style
Apricots	A or B	I(a)
Tomato paste	A	I or II

Can Size	Quantity
No. 10	3,670,000 pounds
No. 2½	2,300,000 pounds
No. 2½	4,400,000 pounds

Shipments of Metal Cans and Glass Containers, Jan.-April

(Bureau of the Census)

METAL CANS

	Jan.-April 1959	Jan.-April 1960
	(*short tons of steel*)	
Fruit and fruit juices (including cans for fruit base still drinks sold as soft drinks)	311,543	179,030
Vegetable and vegetable juice		125,928
Meat, including poultry	47,222	49,528
Fish and sea food	29,974	32,874
Baby food, including formulas	164,390	14,384
"Other" foods, including soups		160,228

GLASS CONTAINERS

	Jan.-April 1959	Jan.-April 1960
	(*thousands of gross*)	
Wide-mouth food (including fruit jars, jelly glasses, and packers' tumblers)	13,345	13,599
Narrow-neck food	4,653	5,010

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